



Eligibility and Usage Guidelines for the USA MILK Seal Mark

****APPENDIX B2****



****There is NO COST to use the USA MILK Seal mark.**

****The following entities are eligible to use the Seal:**

- For the purpose of promoting U.S. milk and/or U.S. dairy products in markets **outside of the United States**, the following entities are eligible to use the USA MILK Seal:
 - U.S. dairy manufacturers and suppliers
 - Foreign/local importers/distributors and retailers.
- Note: the USA MILK Seal mark is **not to be used for sales of products in the United States**

****In order for a product to be approved for the USA MILK Seal mark it must meet the following guidelines:**

- If the product is a **fluid milk beverage**, the beverage must be made in the United States from U.S. produced cow's milk.
- If the product is a **dairy product** or a **dairy ingredient**, such products must be made in the United States from U.S.-produced cow's milk.
- The USA MILK Seal cannot be used on products containing other non-U.S. dairy ingredients.
- The USA MILK Seal cannot be used on products typically perceived as dairy products but made with vegetable oil (e.g.: ice cream). It also cannot be used on any promotional materials for the purpose of promoting such analog products.
- The USA MILK Seal will only certify products made or purchased and sold by the Applicant.

➔ Please initial below and return this page with the signed agreement and other appendices

_____ I have read and agree with the above terms and conditions

[Initial here]

Contact USDEC with any questions:

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